



Press release

PKF hospitality group increase focus on the Adriatic region

Zagreb, 30 January 2023 - PKF hospitality group strengthens its focus on the Adriatic region with its office in the Croatian capital Zagreb under the leadership of **Tomislav Čeh**, Head of Adriatic Sea at PKF hospitality group: "The introduction of the euro as a means of payment in Croatia, which took place at the beginning of this year, will open up completely new opportunities not only for the country. The entire Adriatic region will benefit from this." For PKF hospitality group, this includes Slovenia, Croatia, Bosnia-Herzegovina, Serbia, Montenegro, Albania, Kosovo and Northern Macedonia.

Stefan Catic, Partner at PKF hospitality group: "The individual countries show very different development dynamics. From our consulting and project practice, we generally register an enormous volume of demand for the Adriatic region, especially from German-speaking hotel investors and project developers, which has not been slowed down by the pandemic. **Čeh** adds: "On the contrary, the Adriatic region is experiencing a boom. In addition to a steadily growing coverage of city hotels in and away from the capital cities, there is also an increased interest in vacation hotels. On the operator side, the mood is even more positive. Excellent summer seasons in 2021 and 2022 have strengthened operator stability and interest in new hotels."

PKF hospitality group is currently consulting the "Nikola" project in Croatia in the Adriatic region. "Nikola" is located just a few kilometers from Šibenik and is part of the Šibenik archipelago, consisting of 285 islands and reefs, known worldwide as a sailing area. There, in the immediate vicinity of two UNESCO World Heritage Sites and two national parks, three hotels with a total of approximately 400 rooms in the categories of luxury, lifestyle upscale and a wellness resort will be built within the next ten years on a site of approximately 650,000 square meters. The developer of "Nikola" is CHR Eco Projekt SA. In addition PKF hospitality group supported Gitone in the acquisition of the Liburnia portfolio in Opatija with several valuations.



About PKF hospitality group:

PKF hospitality group is an internationally recognised leader in hospitality and tourism consulting. With a team of 100 consultants in 20 offices (including Kyiv) on all continents and an experience of almost 100 years, PKF hospitality group offers focused consulting services in the environment of the hotel, serviced living, tourism, and leisure investments - including feasibility studies, valuations, operator search, project development, financing and investment consulting, asset management, research & benchmarking as well as strategic consulting.

www.pkfhospitality.com

Media contact:

Martina Rozok

T +49 30 40044681

M +49 170 2355988

martina.rozok@pkfhospitality.com

www.pkfhospitality.com